



Taking control of patient feedback

OVERVIEW

According to a study by the Journal of the American Medical Association (JAMA) 93% of healthcare website visitors stated that the physician rating information was “very useful” or “somewhat useful” to their decision making.¹ Nearly 60% of those surveys said online ratings were important to their decisions about provider choice.

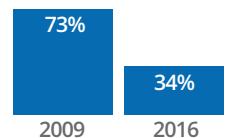
60% say “online ratings are important”

One-third of those patients said their choice was affected by positive reviews, and another 37% said they avoided doctors due to negative reviews. Online physician reviews are also a measure of patient satisfaction and directly linked to reimbursement.

The healthcare market continues to become more consumer oriented as patients pay more for premiums and out of pocket costs than ever before. Patients desire good healthcare from quality providers and the Internet is the #1 place to gather information about physicians and health services.

Patients are increasingly seeking information as well as leaving feedback about physicians online. JAMA’s 2017 study shows that physician reviews are on the rise and that in 2016 only 34% of physicians did not have a single online review compared to 73% without a review in 2009.²

% physicians without an online review



Taking control of patient feedback can be a difficult and time consuming task. Establishing and maintaining your web presence, navigating online review sites and driving positive reviews requires expertise and is oftentimes best handled by an outside service with software and healthcare market knowledge in the space.

Healthcare is a unique market for online ratings and reviews. Many disparate software solutions exist to support healthcare providers in managing various aspects of their online reputation.

This white paper takes a deeper look at five critical areas that affect your online presence and how you can better manage ratings and reviews.

- 1 Profile Listings
- 2 Review Site Monitoring
- 3 Patient Satisfaction Surveys
- 4 Automated Review Request
- 5 Physician Transparency

¹ Hanauer, D. A., MD, MS, Zheng, K., PhD, Singer, D., MPH, Achamyeh, G., MS, Davis, M. M., MD, MAPP. “Public Awareness, Perception, and Use of Online Physician Rating Sites”. Journal of the American Medical Association, February 2014.

² Calver, Saitz. Website Characteristics and Physician Reviews on Commercial Physician-Rating Websites. JAMA 2017;317 (7)

1 Profile Listings

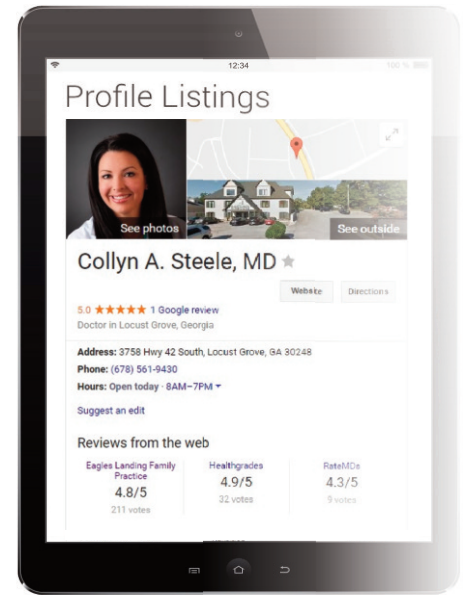
Acquiring new patients is the core function of your marketing department. Your practice's online profile listings are the "front door" of your business. Patients and prospective patients learn about your services and physicians from online directory sites.

Create and update physician/location information.

It is critical for healthcare providers to take control of the ever growing number of directories and be sure their physician and location profile information is complete and accurate.

Key medical sites:

- Google
- Bing
- Apple Maps
- HealthGrades.com
- Vitals.com
- Yelp
- RateMDs.com
- WebMD



2 Review Site Monitoring

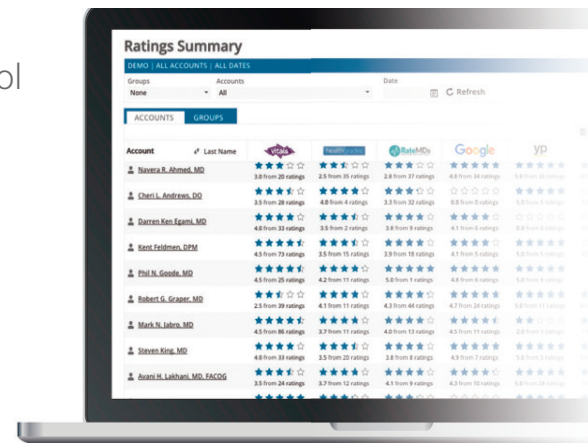
The first step in managing reviews and ratings is having an awareness of who is saying what where. Choosing a service provider that captures 90%+ of all online healthcare reviews is critical to your visibility of your patient feedback.

Take control of patient feedback.

A robust, healthcare monitoring service covers high volume patient review sites including: Vitals, Healthgrades, RateMDs, Google, and Yelp.

Features/Benefits:

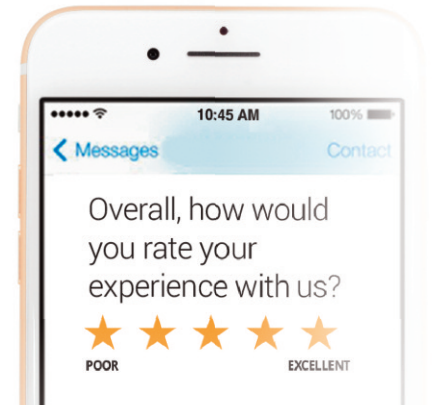
- Display all physician and location reviews in a single viewpoint
- Prioritize and respond to negative reviews
- Full reporting across all physicians, groups, and locations
- Receive alerts when low ratings are posted
- In-depth monthly trend reporting
- Compare reviews with your internal surveys
- Benchmarking



3 Patient Satisfaction Surveys

Surveying your patients is a great way to understand their satisfaction. In addition to CAHPS surveys you can gather important, real-time patient feedback via email and or text messaging. Patient surveys should be customizable and completely automated. It is common to receive survey feedback in less than 24 hours.

Develop unique surveys by doctor, specialty, group, location or other factors based on your needs.



Survey data can also be compared to online review results to gauge true patient satisfaction and help in managing online reputation. Consider a platform that provides this critical comparison reporting.



4 Automated Review Request

Improve patient acquisition and retention by identifying patient advocates and requesting that they leave an online review.

88% of consumers trust online reviews as much as personal recommendations.

Simple, post-visit, feedback requests contain one “likelihood to recommend” question and comment box. This ten-second request can result in high-yield, instant feedback for your practice and can be used to generate a significant number of positive reviews.



Features/Benefits:

- Obtain real-time feedback
- Experience up to a 10 times increase in positive online reviews
- Enable service recovery before a negative review happens

5 Physician Transparency

Publishing your patient satisfaction survey data on your website is a great way to drive internal behavior and show your customers that you are serious about their feedback.

Grow your online presence and improve website traffic.

Leverage your patient surveys, including CG-CAHPS and HCAHPS, into star ratings and testimonials published on your “About the Doctor” pages.

Your star ratings appear in Google search results allowing patients to make more informed decisions when choosing a healthcare provider or facility.

Features/Benefits:

- Improve SEO-rich snippet results
- Drive more traffic to your web pages
- Demonstrate your organization’s commitment to transparency by publishing your patient feedback online



SUMMARY

In the changing dynamics of the healthcare landscape it is important for healthcare providers to understand the factors contributing to their online presence and brand. Having visibility to all of the reviews and ratings on third-party sites is key to understanding patient feedback. Patients and prospective patients use online reviews and information to make decisions about where they will receive healthcare services. Providers need to understand patient satisfaction in order to improve their services and maximize reimbursement. PatientTrak brings you the information needed to improve your patient satisfaction and brand.

Criteria when considering online reputation vendors:

- Healthcare market experience and healthcare customer base
- Robustness of their platform — what services do they provide?
- Relationship with online review sites
- Software reporting, flexibility and ease of use
- Ability to drive positive reviews
- Expertise in brand building and improving patient satisfaction